

# CITY MANAGER



## MISSION STATEMENT

The City Manager's Office is committed to providing on-going quality municipal services and to promoting the overall safety, health and general well-being of the community through the teamwork of the City Council, City Boards and Commissions, City Staff and all of Burbank's citizenry.

## ABOUT THE CITY MANAGER

Appointed by the City Council to serve as the City's chief executive officer, the City Manager is responsible for setting goals and providing administrative direction for all City departments in full accordance with the policies established by the City Council. The overall departmental objective is to carry out the policies established by the City Council, in an effort to maintain and improve the quality of life in Burbank.

The City Manager's Office incorporates the Public Information Office, which provides the City with a comprehensive communication program, including dissemination of information about City services and activities using print, internet, video and other emerging technology.

## OBJECTIVES

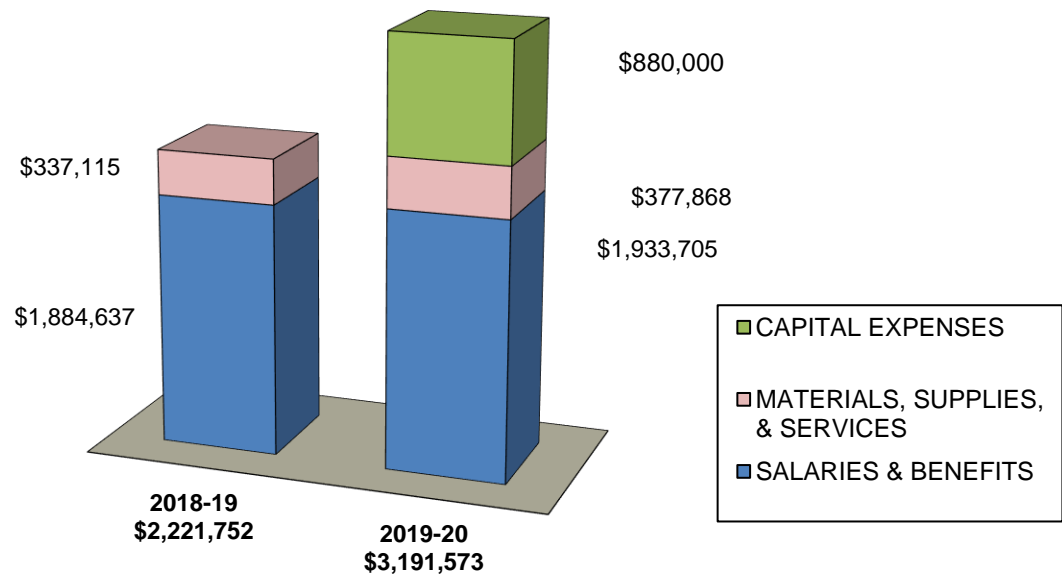
- Oversee the implementation of the City Council's Citywide Goals and Objectives.
- Provide on-going support to the City Council.
- Pro-actively monitor and lobby legislation affecting the City of Burbank.
- Continue to meet regularly with employee associations and unions to maintain positive management-labor relations.

## DEPARTMENT SUMMARY

	EXPENDITURES FY2017-18	BUDGET FY2018-19	BUDGET FY2019-20	CHANGE FROM PRIOR YEAR
<b>Staff Years</b>	<b>11.740</b>	<b>11.800</b>	<b>11.800</b>	
<b>Salaries &amp; Benefits</b>	\$ 1,828,694	\$ 1,884,637	\$ 1,933,705	\$ 49,068
<b>Materials, Supplies &amp; Services</b>	396,315	337,115	377,868	40,753
<b>Capital Expenses</b>	365,944	-	880,000	880,000
<b>TOTAL</b>	<b>\$ 2,590,953</b>	<b>\$ 2,221,752</b>	<b>\$ 3,191,573</b>	<b>\$ 969,821</b>



## DEPARTMENT SUMMARY



# Operations Division

## 001.CM01A



The primary function of the Operations Division is to carry out the administrative policies established by the City Council in their endeavor to maintain and improve the quality of life in Burbank.

	EXPENDITURES FY2017-18	BUDGET FY2018-19	BUDGET FY2019-20	CHANGE FROM PRIOR YEAR
<b>Staff Years</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	
60001.0000 Salaries & Wages	\$ 825,658	\$ 768,550	\$ 782,171	\$ 13,621
60012.0000 Fringe Benefits	110,058	123,273	126,096	2,823
60012.1008 Fringe Benefits:Retiree Benefits	3,250	3,240	3,882	642
60012.1509 Fringe Benefits:Employer Paid PERS	59,127	68,117	75,777	7,660
60012.1528 Fringe Benefits:Workers Comp	10,257	11,954	10,769	(1,185)
60012.1531 Fringe Benefits:PERS UAL	97,495	126,761	145,957	19,196
60015.0000 Wellness Program Reimbursement	1,000	-	-	
60022.0000 Car Allowance	10,488	8,977	8,977	
60027.0000 Payroll Taxes Non-Safety	11,162	11,144	11,341	197
60031.0000 Payroll Adjustments	1,046	-	-	
<b>Salaries &amp; Benefits</b>	<b>1,129,543</b>	<b>1,122,016</b>	<b>1,164,970</b>	<b>42,954</b>
62170.0000 Private Contractual Services	91,956	29,000	29,000	
62220.0000 Insurance	20,904	17,680	14,579	(3,101)
62300.0000 Special Dept Supplies	446	1,500	1,500	
62310.0000 Office Supplies, Postage & Printing	2,489	4,000	4,000	
62420.0000 Books & Periodicals	99	500	500	
62440.0000 Office Equip Maint & Repair	5,390	6,000	6,000	
62475.0000 Fund 532 Vehicle Equip Rental Rate	19,281	18,041	16,347	(1,694)
62485.0000 Fund 535 Communications Rental Rate	11,133	10,978	8,959	(2,019)
62496.0000 Fund 537 Computer System Rental	14,827	27,810	57,752	29,942
62700.0000 Memberships & Dues	5,864	10,000	10,000	
62710.0000 Travel	7,334	10,000	1,200	(8,800)
62755.0000 Training	-	3,200	12,000	8,800
62895.0000 Miscellaneous Expenses	2,872	2,722	2,722	
<b>Materials, Supplies &amp; Services</b>	<b>182,595</b>	<b>141,431</b>	<b>164,559</b>	<b>23,128</b>
<b>Total Expenses</b>	<b>\$ 1,312,138</b>	<b>\$ 1,263,447</b>	<b>\$ 1,329,529</b>	<b>\$ 66,082</b>

# Public Information Office

## 001.CM02A



The Public Information Office (PIO) strives to provide clear, concise, proactive, transparent, and timely information to our residents, businesses, media outlets, and employees. Additionally, the PIO works with the Economic Development team assisting with visitor and tourist communications. As such, PIO has established Guiding Principles that are incorporated into all of its efforts. These include:

- Providing Transparent and Truthful Information to Burbank stakeholders with complete, accurate and timely news that helps make informed decisions.
- Offering Open Two-Way Communication to ensure information is accessible throughout the community. Additionally, PIO solicits and listens to feedback, along with providing timely and accurate responses to questions.
- Proactively Communicating by supplying regular updates on information, major developments, and concerns while striving to explain why things are occurring.
- Creating Engagement by offering platforms where the community has the opportunity to provide input to City concerns.
- Helping to ensure Safety and Crisis Management and coordinating with City and partnering safety agencies to provide emergency information.
- Creating Inclusiveness by striving to ensure that everyone who wishes to participate has a chance to do so.

The Public Information Office continues to provide the community with live and recorded access to various public meetings, community forums, local events, public service announcements, and other significant updates through television, YouTube, social media, and a popular segment called "What's New in Burbank."

The Public Information Office encourages a positive relationship with a variety of news media outlets by releasing notable updates and information promptly and accurately through media advisories, press releases, press conferences, and press tours.

In FY 2019-20, the Public Information Office will continue refining and expanding its current communications efforts with a focus on streamlining and standardizing communications to increase visibility and access for the community.

### OBJECTIVES

The Public Information Office is committed to being original, creative, and innovative in our communication design. The following goals for PIO have been established and are in alignment with City Council goals and policies.

- Continue to be a leading source of Burbank information.
- Provide clear and transparent access to city information and happenings.
- Develop media/social campaigns that entice and engage the community.
- Increase communication with internal employees.
- Continue to provide and interact with the media supplying timely and accurate information.
- Create high quality production content.
- Work towards developing a professional City brand, look and feel.
- Increase interaction with other departments along with the Burbank community.
- Create internal planning and systems to guide the PIO team.

# Public Information Office

## 001.CM02A



### CHANGES FROM PRIOR YEAR

The Public Information Office has budgeted additional Public, Educational, and Governmental (PEG) revenue funds to accomplish the upcoming upgrades of video production and post-production equipment, including cameras, edit bays, lighting, audio equipment, a studio space, and related accessories and furniture, broadcast equipment, and other equipment as necessary. PEG revenues are restricted to capital items associated with providing information via the City's Government Access Channel. These upgrades will allow the PIO to:

- Provide high-quality, professional audio, video, and visual equipment for City events.
- Broadcast live video content on television and social media from off-site/remote locations during an emergency, press conference, or event.
- Remotely interrupt broadcast television content by adding news feeds, scrolling banners, displaying multiple video feeds, and adding text in the event of an emergency.
- Expand communication opportunities with the community by expediting video production and post-production for television, social media, and other channels.
- Produce more engaging video content featuring a higher production value and amplified creativity.
- Provide on-camera media training for elected officials and City staff in a professional studio setting.
- Streamline video production systems and workflows to reduce the staff time needed in shooting, editing, broadcasting, and archiving video content.
- Create and manage a secure, searchable digital archive of public meetings, videos, photos, and other digital content for storage, historical reference, and future video production.

	EXPENDITURES FY2017-18	BUDGET FY2018-19	BUDGET FY2019-20	CHANGE FROM PRIOR YEAR
<b>Staff Years</b>	<b>6.740</b>	<b>6.800</b>	<b>6.800</b>	
60001.0000 Salaries & Wages	\$ 498,166	\$ 506,599	\$ 507,499	\$ 900
60006.0000 Overtime - Non-Safety	131	629	629	
60012.0000 Fringe Benefits	66,277	104,151	110,685	6,534
60012.1008 Fringe Benefits:Retiree Benefits	4,843	4,439	5,318	879
60012.1509 Fringe Benefits:Employer Paid PERS	32,964	44,900	48,725	3,825
60012.1528 Fringe Benefits:Workers Comp	7,111	7,319	6,158	(1,161)
60012.1531 Fringe Benefits:PERS UAL	79,001	87,238	82,428	(4,810)
60027.0000 Payroll Taxes Non-Safety	6,526	7,346	7,293	(53)
60031.0000 Payroll Adjustments	4,131	-	-	
<b>Salaries &amp; Benefits</b>	<b>699,151</b>	<b>762,621</b>	<b>768,735</b>	<b>6,114</b>
62170.0000 Private Contractual Services	\$ 15,424	\$ 44,500	\$ 44,500	
62300.0000 Special Dept Supplies	2,559	2,500	2,500	
62300.1016 Sp Dept Supplies:Burbank Channel	54,988	50,000	50,000	
62310.0000 Office Supplies, Postage & Printing	1,406	5,200	5,200	
62316.0000 Software & Hardware	-	320	320	
62420.0000 Books & Periodicals	111	300	300	
62435.0000 General Equipment Maint & Repair	4,353	1,500	900	(600)
62440.0000 Office Equip Maint & Repair	-	2,300	2,300	
62485.0000 Fund 535 Communications Rental Rate	5,603	8,475	12,356	3,881
62496.0000 Fund 537 Computer System Rental	48,973	64,796	73,540	8,744
62615.1004 Econ Dev:Marketing & Advertising	-	1,500	6,500	5,000
62545.0000 Citizen Survey	66,500	-	-	
62620.0000 Burbank Civic Pride Committee	630	1,600	1,600	
62700.0000 Memberships & Dues	2,469	4,000	4,000	
62710.0000 Travel	1,121	2,500	2,500	
62755.0000 Training	2,289	5,100	5,100	
62895.0000 Miscellaneous Expenses	7,294	1,093	1,693	600
<b>Materials, Supplies &amp; Services</b>	<b>213,720</b>	<b>195,684</b>	<b>213,309</b>	<b>17,625</b>
70011.0000 Operating Equipment	\$ 365,944	\$ -	\$ 880,000	\$ 880,000
<b>Capital Expenses</b>	<b>365,944</b>	<b>-</b>	<b>880,000</b>	<b>880,000</b>
<b>Total Expenses</b>	<b>\$ 1,278,815</b>	<b>\$ 958,305</b>	<b>\$ 1,862,044</b>	<b>\$ 903,739</b>

# CITY MANAGER

## Authorized Positions



CLASSIFICATION TITLES	STAFF YEARS FY2017-18	STAFF YEARS FY2018-19	STAFF YEARS FY2019-20	CHANGE FROM PRIOR YEAR
ADM ANALYST I (M)	1.000	1.000	1.000	
ADM ANALYST II (M)	0.000	1.000	1.000	
ADM ANALYST II (Z)	1.000	1.000	1.000	
AST CTY MGR	1.000	1.000	1.000	
CLERICAL WKR	0.700	0.500	0.500	
COMM MGR	1.000	0.000	0.000	
CTY MGR	1.000	1.000	1.000	
EXEC AST	1.000	1.000	1.000	
GRAPHICS MEDIA DESIGNER	1.000	1.000	1.000	
PUBLIC INFO SPECIALIST	0.000	1.000	1.000	
SEC TO CTY MGR	1.000	1.000	1.000	
SR VIDEO PROD ASSOC	2.000	1.800	1.800	
STATION MGR-SR PRODUCER	0.800	0.000	0.000	
VIDEO PROD ASSOC	0.240	0.500	0.500	
<b>TOTAL STAFF YEARS</b>	<b>11.740</b>	<b>11.800</b>	<b>11.800</b>	

\* The Communications Manager position is being filled by the Assistant CDD Director-Business & Economic Development